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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : MATZ, William R., et al.
Ser. No. : 10/016,988
Fil. Date : December 14, 2001
For : **Method and System to Perform Content Targeting**
Examiner : Unknown
Art Unit : Unknown

ASSISTANT COMMISSIONER FOR PATENTS
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It is respectfully requested that the references listed on the attached form be expressly considered by the Examiner and be made of record in the application and appear among the "References Cited" on any patent to issue therefrom. For the documents listed in "Other Documents," Applicant has listed the dates, which are shown on the documents. Applicant makes no representation as to the publication dates, if any, of the documents.

Respectfully submitted,

Date: 3/11/02

By: 
John C. Alemanni
Reg. No. 47,384

KILPATRICK STOCKTON LLP
1001 West Fourth Street
Winston-Salem, North Carolina 27101
(336) 607-7311

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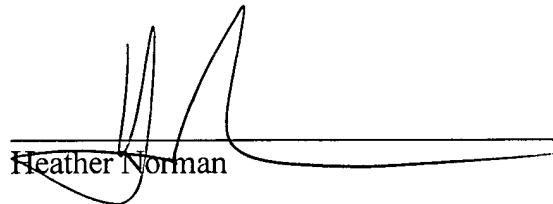
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Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	MATZ, William R., et al.
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	36968-265390

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First Named Inventor	MATZ, William R., et al.
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	36968-265390

NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/icom.cgi/print/print.cgi?url=http://devices.../report_interactive.htm, (11/16/01) pp. 1-2.	
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		"Spike High Performance Server Array," Mixed Signals Technologies, Inc., www.mixedsignals.com, itvinfo@mixedsignals.com, (2000) p. 1.	
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		"What is Wink?," www.wink.com/contents/whatiswink.shtml, (11/16/01) p. 1 of 1.	
		"How Wink Works," What is Wink: How wink works, www.wink.com/contents/howitworks.shtml, (11/16/01) p. 1 of 1.	
		"What is Wink: Examples," What is Wink - Examples, www.wink.com/contents/examples.shtml, (11/16/01) pp. 1-2.	
		"Nielsen Media Research - Who We Are & What We Do," www.nielsenmedia.com/whoweare.html, (10/11/01) pp. 1-4.	

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